



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

Schedule Dates 10/17/12-10/23/12  
Advertiser Allen West For Congress (72576)  
Agency Strategic Media Services (8287)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand WEST "ADD" 10/17 (478728)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name MARCELLO, LARA  
Phone/Fax (215) 564-1206 /  
CPE N/A  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments WEST "ADD" 10/17  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Last Modified 10/09/12  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06364181  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,466.25  
Net Total \$9,308.75  
Sales Tax

By Broadcast Month Spots Rate  
Oct. 2012 14 \$9,775.00  
Grand Total: 14 \$9,775.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/22/12-10/23/12	3	:30	6A- 7A (EST)	1	X	X						1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/5/12
2.0	Normal Line / SPOT (2)	10/17/12-10/19/12	3	:30	7A- 9A (EST)	2			X	X	X			2	\$225.00	\$450.00	West Palm Beach (WPEC)		10/5/12
3.0	Normal Line / SPOT (3)	10/21/12-10/21/12	3	:30	9A- 10:30A (EST)								1	1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/5/12
4.0	Normal Line / SPOT (4)	10/21/12-10/21/12	3	:30	10:30A- 11:30A (EST)								1	1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/5/12
5.0	Normal Line / SPOT (5)	10/17/12-10/19/12	3	:30	10A- 11A (EST)	2			X	X	X			2	\$225.00	\$450.00	West Palm Beach (WPEC)		10/5/12
6.0	Normal Line / SPOT (6)	10/17/12-10/19/12	3	:30	12:30P- 2P (EST)	2			X	X	X			2	\$375.00	\$750.00	West Palm Beach (WPEC)		10/5/12
7.0	Normal Line / SPOT (7)	10/22/12-10/23/12	3	:30	12:30P- 2P (EST)	1	X	X						1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/5/12
8.0	Revised Line / SPOT (8)	10/17/12-10/19/12	2	:30	5P- 5:30P (EST)	2			X	X	X			2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		10/5/12
8.1	Normal Line / SPOT (8)	10/17/12-10/19/12	3	:30	5P- 5:30P (EST)	2			X	X	X			2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		10/5/12
9.0	Revised Line / SPOT (9)	10/21/12-10/21/12	2	:30	7P- 8P (EST)								1				West Palm Beach (WPEC)		10/5/12
9.1	Normal Line / SPOT (9)	10/21/12-10/21/12	2	:30	7:30P- 8:30P (EST)								1	1	\$4,500.00	\$4,500.00	West Palm Beach (WPEC)		10/9/12
10.0	Normal Line / SPOT (10)	10/17/12-10/19/12	3	:30	5P- 5:30P (EST)	1			X	X	X			1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Lara Marvello  
being/on behalf of: Allen West, a legally  
qualified candidate of the Republican political  
party for the office of: US Congress  
in the general  
election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
LOPEC #1389580					

Total Charges: \$9,775\*

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1028, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

7/31/12 [Signature]  
Date Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature] Lillie K. Roberts 10/10/12  
Signature Printed Name Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Lara Marullo  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Lara Marullo

printed name

7/31/12

date



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Allen West PARTY: Dem.

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/12

INQUIRY MADE BY: LARA MARCELLO  
Candidate Manager Agency Committee (circle one)

ADDRESS: Strategic Media Services  
3299 K Street NW, Suite 200  
Washington, DC 20007

PHONE: (202) 337-5700 FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Rates & Airtime

Final Disposition: Order Placed \$9,775<sup>00</sup>

If Committee, list officers and position: Treasurer: Corey Wilder

P.O. Box 1028  
Deerfield Beach, FL 33441  
(877) 906-2010

TAKEN BY: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_